



 supermove

# MOVING BUSINESS TRENDS

# 2024

Survey Partners:

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 MOVE UP

 MAKING MOVES  
MARKETING

 LiveSwitch

# THE NEED TO INNOVATE

It's that time of year when we lock ourselves in a room to figure out the strategy to ensure we win, especially after a slower-than-anticipated 2023.

The new year is a time to both reflect and look forward. To start fresh with a blank canvas, we need to understand the trends around us and the trends that will set us apart in a hyper-competitive market.

In this report, you'll learn the difference between staying ahead and getting lost in an ever-evolving economy. Consumer expectations are evolving faster than ever, and it's up to us business owners to keep ourselves ahead.



**Wonjun Jeong**

Founder & CEO  
**SUPERMOVE**

# INTRODUCTION

Ah, trends – the perpetual dance between fascination and caution. Yet, in the dynamic world of moving businesses, there's a refreshing optimism as we explore what industry leaders are eager to adopt and expand upon in 2024.

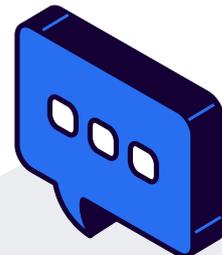
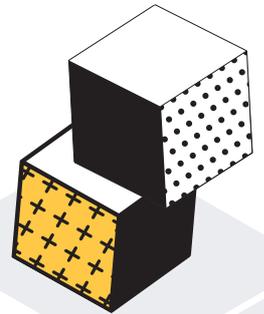
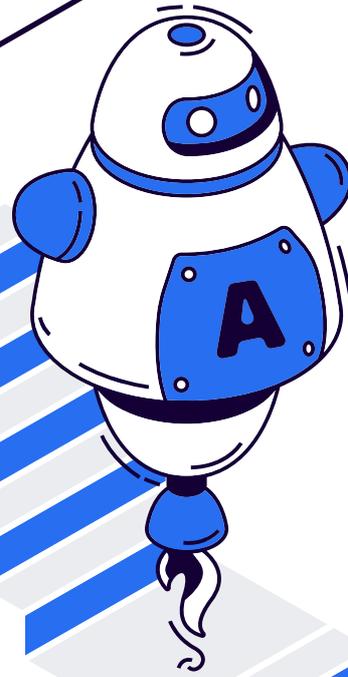
Our latest Moving Business Trends Report dives into what's top of mind for movers across North America, revealing not just what's trending but what has evolved from mere trends to indispensable facets of modern moving businesses.

We surveyed 100+ movers, asking about their priorities for the coming year, and the responses read practicality. In a world where every decision counts, it's clear that movers are focused on what truly matters – **trends that directly influence your bottom line**, ensuring profitability and business resilience, especially in challenging economic climates.

It's time to put aside the aspirational and focus on what truly works for your moving team.

# 4 MAJOR TRENDS

Top trends getting adopted and expanded in 2024



# CHATGPT & AI



The world may have been taken by storm back in 2022 by Chat GPT, but movers believe that adoption will be at its peak in 2024.

The moving industry sees a lot of speed, cost, and efficiency benefits to using AI in their business. From customer support to marketing and even using AI to assist in sales, there are multiple ways to leverage GPT to save time and reduce errors and resources. The biggest benefit is the scale and speed of growth it offers without adding more resources or team members.

## RESOURCES:

[How Movers Use Chat GPT](#) [Article]

[AI Movers Community](#)  
[Facebook Group]

[AI Sales Co-Pilot](#)  
[Wait List]



*AI will change the way we all do business, whether companies use it or not.*

Kirk Kristian, Owner  
**SOS MOVING SOLUTIONS**



*Chat GPT and AI is new and taking on fast. This will completely change the world we live in. If you are not riding this wave of change you will be buried beneath it.*

Brian Hasson, CEO  
**WAYFINDER MOVING SERVICES**

“  
I feel like it's [Chat GPT]  
already a commonplace  
in the marketing industry  
to seamlessly create  
ads and target  
campaigns. Matched  
with ai voice, it can be its  
own salesperson.  
”

Brent C., Owner  
**VANTAGE MOVING**

# AUTOMATION



Embracing automation is non-negotiable in 2024 for moving businesses looking to stay competitive and keep costs low.

Automate repetitive tasks, from customer emails and text messages to crew reminders and dispatching 24/7. This not only frees up valuable time for office and sales staff to focus on generating more business but also allows you to operate with a smaller team. Automation is the key to optimizing workflows and delivering a smoother, error-free moving experience in the digital age.

## RESOURCES:

[Matt's Moving Automates Sales & Operations](#) [Video]

[Automations to Save Costs](#) [Video]

[Automations to Grow Sales](#) [Video]

[Automations to Delight Customers](#) [Video]



*I feel that Automation and AI generated responses to customers will be key to cost savings to sustain or grow in a down economic market.*

Austin Alaniz, Owner  
**NEIGHBORHOOD SERVICES, LLC**



*I consider "automation" becoming a major trend because of the increase in costs/expense and "real time" customer expectations.*

Beau Roskow, Owner  
**NAGLEE MOVING & STORAGE INC.**

# ALL-IN-ONE MOVING SOFTWARE

With all the digitization and software adoption that has peaked since the pandemic, movers don't want to use multiple apps and systems to get their work done. Centralizing their operations in an end-to-end system, from sales and automation to dispatch and crew management, all the way to digital payments in one consolidated system, is the way to go. This simplifies internal processes, improves efficiency, and ensures a seamless experience for the moving company and its customers.

## RESOURCES:

[Visual Map of Moving Software](#)  
[Infographic]

[Guide to Moving Software](#) [eBook]

[ROI Calculator](#)  
[Tool]



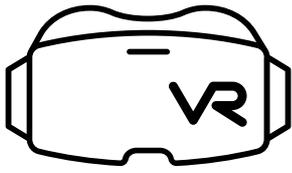
*I believe the industry is still behind the times with technology, so that is the area of continual growth and efficiency which will benefit both the company and our valued customers.*

Cindy Myer, President  
**RIDGEWOOD MOVING SERVICES, CO**



*All in one moving and service platforms to create better processes and automations.*

Derek Zimmer, President  
**AFFORDABLE RELIABLE MOVING COMPANY**



# VIRTUAL REALITY

In 2024, virtual reality emerges as a game-changer for movers, revolutionizing the survey and estimate process. Movers are increasingly adopting VR to conduct virtual surveys, providing clients with a dynamic, immersive experience. This innovative technology allows customers to showcase their belongings in real-time, enabling accurate and efficient estimates without needing physical on-site visits. This saves moving businesses dollars spent on the road for staff and fuel and offers customers flexibility.

## RESOURCES:

[What is VR? Explaining the Basics](#) [Article]

[The Power of Virtual Estimates](#) [Article]

[Van Express Moving Uses Virtual Video Estimates](#) [Article]

Beyond convenience, VR surveys enhance communication, build trust, and streamline operations, marking a paradigm shift in the moving industry.

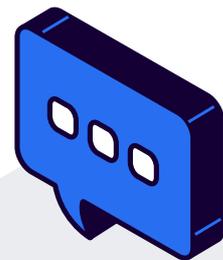
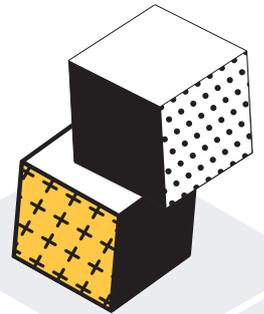
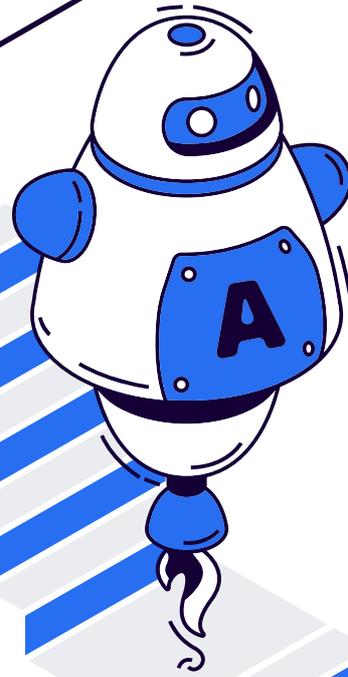
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*I consider Virtual Reality (for surveying) a trend because it will reduce the reliability on the human when inputting manually the inventory*

Saady Bijani, Owner  
**ONLINE MOVERS & STORAGE**

# 4 STATUS QUOS

Movers consider these table-stakes in their moving business



# TRUCK GPS TRACKING

In the age of Uber and DoorDash, consumers like to see where and how far their trucks are from arrival. It's why movers ranked this as table stakes for 2024; it's no longer seen as a nice-to-have with current customer expectations but a business must-have.

Aside from delighting your customers with an experience they expect, the office team can also track all your trucks from a single destination to manage better your crews and hours worked.

## RESOURCES:

[How Real-Time Truck GPS Tracking Enhances Customer Experience](#)  
[Article]

“

*For me, GPS tracking transformed our operations, ensuring precision in every route and elevating the customer experience with extreme visibility. It's not just technology; it's the key to streamlined efficiency and surpassing customer expectations at every turn.*

Ryan Marsh, Former Mover & Strategic Partnerships  
**SUPERMOVE**



# TEXTING & SMS

In 2024, text and instant messaging will transcend trends to become a necessary form of communication. This shift reflects a fundamental change in customer communication expectations over the past decade. In the Smartphone era, customers seek instant, convenient updates and interactions.

Text messaging not only enhances real-time communication but is also a proactive way to prevent customer stress during one of the most stressful times in their life. By adopting this approach, moving businesses not only meet current expectations but also future-proof their operations in an ever-evolving business landscape.

## RESOURCES:

[Delight Your Customers by Automating Text Messages & Email](#)  
[Video]

[Why SMS?](#) [Article]



*I think texting/instant messaging customers will be a major trend since most people don't like to answer phone calls from numbers not in their contact lists.*

Nicole Cook  
Estimator & Move Coordinator  
**GEO. W. WEAVER & SON, INC. MOVING & STORAGE**

# GOING PAPERLESS



In 2024, going paperless is a crucial necessity, not a trend. For years, the moving industry has had an influx of digital solutions available to movers to ditch paper for efficiency. Using computers and tablets instead of paperwork, sticky notes, and whiteboards is environmentally friendly and business savvy. This essential change ensures smoother operations, boosts productivity, and aligns with the modern, tech-forward world your consumers live in and competitors operate in.

By embracing a paperless approach, moving businesses not only remain competitive and win more jobs, but create a more sustainable and efficient future.

## RESOURCES:

[Visual Map of Digital Solutions for Movers](#)

[Infographic]

[Transitioning from Spreadsheets & Whiteboards to CRM](#) [Video]



*Going paperless is one that has been talked about for years but truly has to happen.*

Greg Maher, Regional Manager  
**BERGER ALLIED RETIRED**



*I believe going paperless is definitely going to be the norm in 2024 my company already has been for 2023*

Julius Strickland, General Manager  
**OLYMPIA MOVING & STORAGE**

# DIGITAL PAYMENTS

With the prevalence of technology, digital payments ensure faster, more secure, and more efficient transactions than traditional methods. It's not just about staying current; it's a must-have for customer convenience, reducing cash handling risks, and streamlining financial processes.

Embracing digital payments is essential for staying competitive, meeting customer expectations, and fostering a modern, trustworthy image. It's a fundamental step toward a more seamless and tech-driven future for the moving industry.

## RESOURCES:

[Digital Payments: The Benefits & How to Use Them](#)  
[Article]

[How Much You Should Tip Movers](#)  
[Article]

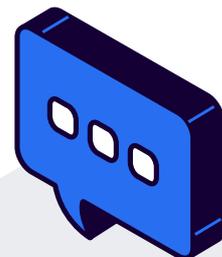
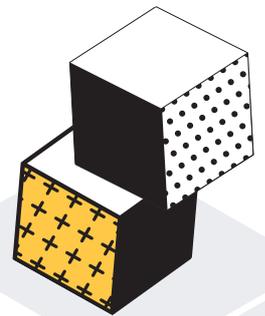
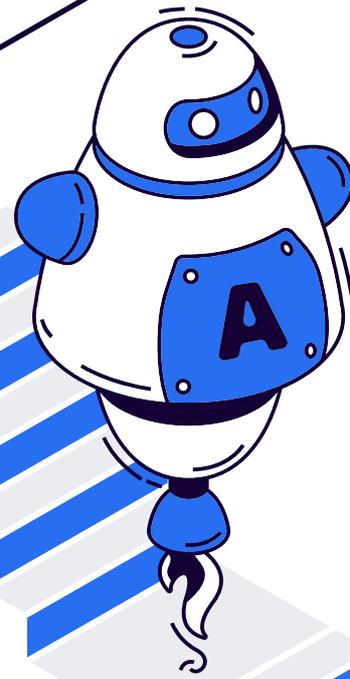
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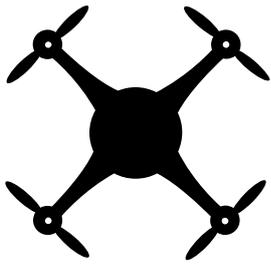
*The average consumer preference for digital payments isn't going to stop increasing anytime soon. Personally, I can't recall the last time I carried cash on me on a consistent basis. It's estimated by 2027 that over 5 billion people will be using one form of digital payment or another.. that's over half the global population.*

Joe Sanchez, Former Mover & Business Development  
**SUPERMOVE**

# 3 FADS

Movers believe these are still for  
the far future





# DRONES

In 2024, drones remain more of a fad than a trend for the moving business. While they capture attention, their practical implementation is limited.

Drones face challenges like regulatory constraints, payload capacities, and safety concerns. While the idea of aerial moving assistance is intriguing, it still needs to be a widespread, sustainable solution for the industry.

Actual trends integrate seamlessly into operations, providing lasting value. Until drones overcome logistical and regulatory hurdles, they may be more of a fleeting fascination than a transformative trend in the practical context of moving businesses.

## **RESOURCES:**

[Moving Company Uses Drone Footage to Gain Customers](#) [Article]

[The Drone Revolution in the Moving Industry](#) [Article]

[The Ultimate Drone Guide for Beginners](#) [Video]



# AUTONOMOUS VEHICLES

In 2024, autonomous technology, while promising, is not yet a major trend for the moving industry. Challenges like regulatory complexities, technological refinement, and public acceptance still hinder widespread adoption.

As the technology matures and gains public trust, we anticipate autonomous solutions becoming a significant trend. The potential for self-driving vehicles holds immense promise for enhancing efficiency and reducing costs for fuel and labour in a tough labour market.

While not a significant trend currently, the trajectory suggests that autonomous capabilities will likely play a pivotal role in reshaping the moving industry in the years to come.

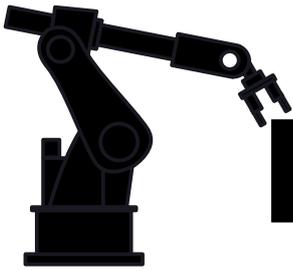
## **RESOURCES:**

[The Future of Autonomous Driving](#) [Article]

[Autonomous Vehicles Reality Check: Robots Moving Freight](#) [Article]

“  
Autonomous  
vehicles [could be  
the future] as many  
states are starting  
to require fewer gas  
fed vehicles.  
”

Rebecca R., Owner  
**WP MOVING AND LOGISTICS**



# ROBOTICS

In 2024, robotics, particularly for heavy lifting in the moving industry, has yet to become a major trend due to ongoing technological advancements and adoption challenges.

Despite the potential for addressing labor shortages and enhancing efficiency, broader implementation faces hurdles such as cost, complex logistics, and the need for seamless integration. However, given the rising demand for automation amid a shrinking labor market, we can anticipate robotics becoming a significant trend in the future.

As technology matures, the benefits of robotic assistance in heavy lifting will likely outweigh current obstacles, paving the way for a transformative shift in the moving industry.

## **RESOURCES:**

[The Role of Robotics in Mobility](#) [Article]

[How the Transportation & Logistics Sector Are Using Robotics](#) [Article]



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